

Information for Parents

How to Select Your Prizes

How to Tips for the Best Results

The New Birth of Freedom Council Popcorn Sale is an important part of your son's Scouting experience. It provides necessary funding for all the great programs he gets from the New Birth of Freedom Council and from his unit. To make this year's sale a success, we need your support.

- Help your son set his goal, and encourage him to reach the sales level and prizes he has chosen.
- Make sure that he gets the opportunity to sell to friends, neighbors and relatives.
- Remind him that the biggest reason people don't buy is because they are not asked.
- Help his sale by taking an Order Form to work with you.

All prizes are subject to substitution by Keller Marketing after consultation with your local Council. All substitutions will be for an equal or greater value prize.

- Sell \$16 and receive the Popcorn Participation Patch.
- Sell \$75 or more and receive a Popcorn Participation Patch AND any Level 2 Prize.
- Sell \$125 or more and receive a Popcorn Participation Patch AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.

Example: Sales of \$325 choose one prize from Level 5 ...OR... TWO prizes from Level 3 and ONE prize from Level 2; etc.



Fill up all 30 lines on your Popcorn Order Form and turn the form in to the council by Oct. 24th to earn this patch.

- Set your goal and don't stop until you reach it.
- Always wear your uniform.
- Make a list of prospective customers. Don't forget to go back to last year's customers.
- Remember to take two pens with you.
- Tell how good the popcorn is (its Gourmet popcorn) and show the pictures of the product.
- Tell how the money helps your unit.
- When you hand the order sheet to the customer, ask, "Which items would you like to buy?"
- The biggest reason people don't buy, is that they are not asked. The more people you ask, the more you sell.
- Be cheerful!

Remember to be safe:

- Sell with another Scout and ask a parent or adult to go with you.
- Never go in anyone's house or apartment.

Who's Eligible?

Scouts are eligible for prizes on the inside of this flier based on their cumulative take-order sales from popcorn, magazines, and candles if their unit, as a whole, has selected to participate in the council's prize program. Unit leaders must place their prize orders by October 24. Late prize orders will not be accepted.

Scout Incentives

Some great additional prizes are also available to qualifying Scouts based on their cumulative take-order sales from popcorn, magazines, and candles:

- District Top Seller – The top selling Scout in each district can earn a free week of 2012 summer camp at Camp Tuckahoe, Hidden Valley Scout Reservation, or a NBOF Day Camp.
- \$1000 Sellers – Scouts will receive a ticket to a HersheyBears game for a special Scout night to be held in the 2011-2012 season.
- \$1500 Sellers – Scouts will receive 2 passes to Hershey Park (good for any day in 2012) plus the Hershey Bears ticket, as mentioned above.

HIGH ACHIEVER PRIZES

Sell \$1,500 and earn a \$50 Target Card or \$50 Walmart Card

TARGET Walmart

Sell \$2,000 and earn a Camping Package* or 8G iPod Nano*



Sell \$3,000 or more and earn a Nintendo 3DS* or 5% of total sales in increments of \$1000 in a Savings Bond.

Examples:

\$3,000 = \$150 Savings Bond + \$50 Walmart Card
 \$4,000 = \$200 Savings Bond + \$50 Walmart Card
 \$5,000 = \$250 Savings Bond + \$50 Walmart Card



Order ONE Level per Scout - Prizes are not cumulative
 *Prize may be substituted with comparable prize of equal value
 (Form must be submitted to the Council for approval by Oct. 24th.)